

## WHAT IS CLAIMED IS:

1. An organic electro-luminescence (EL) display driving system, comprising:

a measuring means that measures the amount of incident light to an organic EL display, which emits light spontaneously, from the outside; and

a power supply voltage controlling means that controls the power supply voltage for said organic EL display so that said power supply voltage is increased when said amount of said incident light is large, and said power supply voltage is decreased when said amount of said incident light is small.

2. An organic EL display driving system in accordance with claim 1, wherein:

said power supply voltage controlling means changes said power supply voltage for said organic EL display in proportion to said amount of said incident light.

3. An organic EL display driving system in accordance with claim 2, further comprising:

a means which a user changes a proportional constant between said amount of said incident light and said power supply voltage for said organic EL display by an operation of said user.

4. An organic EL display driving system in accordance with claim 1, further comprising:

a means for changing the offset of said power supply voltage corresponding to an operation by a user.

5. An organic EL display driving system in accordance with

claim 1, further comprising:

a means for changing said power supply voltage for said organic EL display by an operation of a user, regardless of said power supply voltage decided by said power supply controlling means.

6. A mobile communication terminal, comprising:  
an organic EL display driving system claimed 1.

7. A mobile communication terminal, comprising:  
organic EL display driving systems claimed 1 and 2.

8. A mobile communication terminal, comprising:  
organic EL display driving systems claimed 1, 2, and 3.

9. A mobile communication terminal, comprising:  
organic EL display driving systems claimed 1, 2, 3, and 4.

10. A mobile communication terminal, comprising:  
organic EL display driving systems claimed 1, 2, 3, 4, and 5.